



# PROGRAM GUIDE

September 7 – 10, 2014

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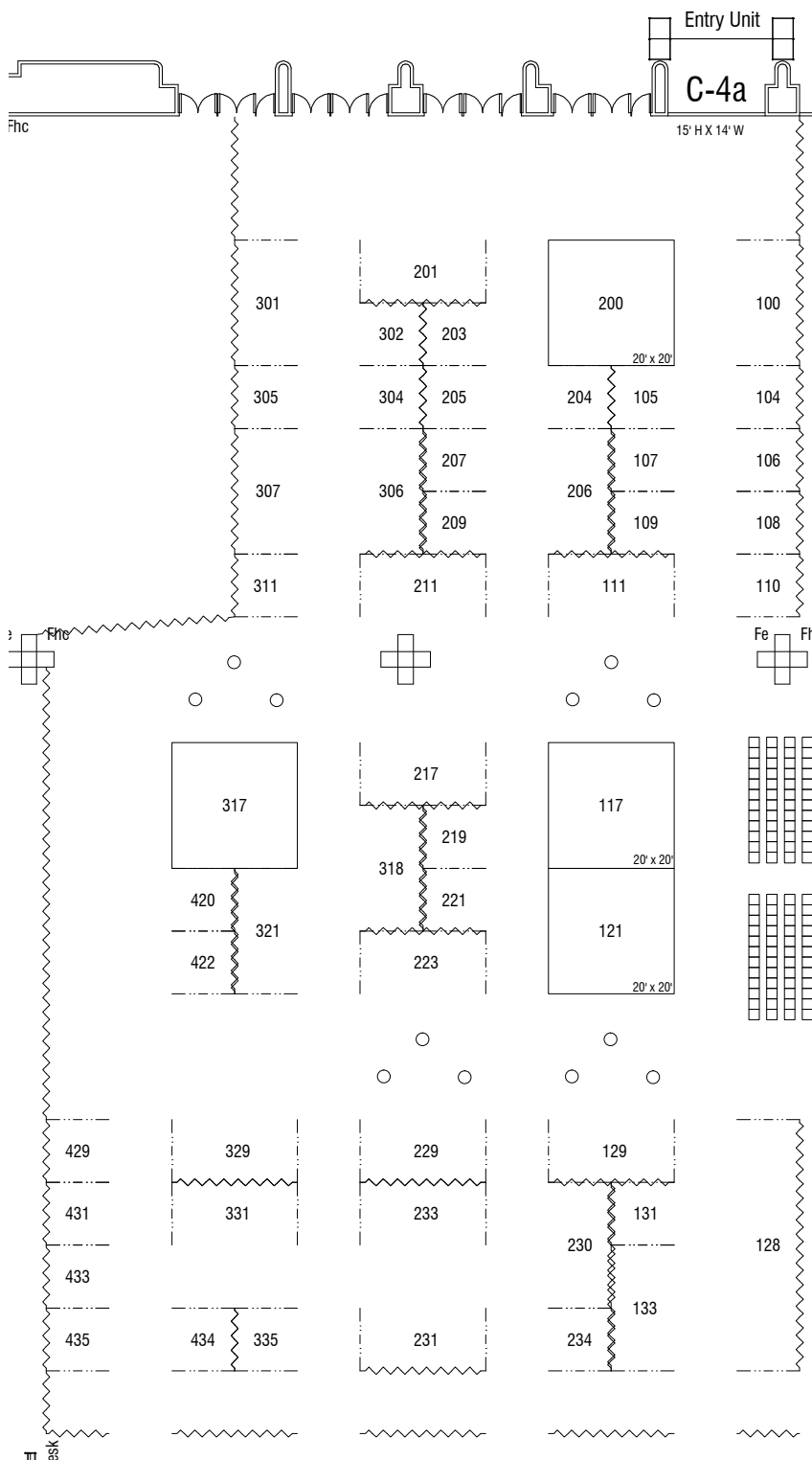


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# EXHIBITOR MAP



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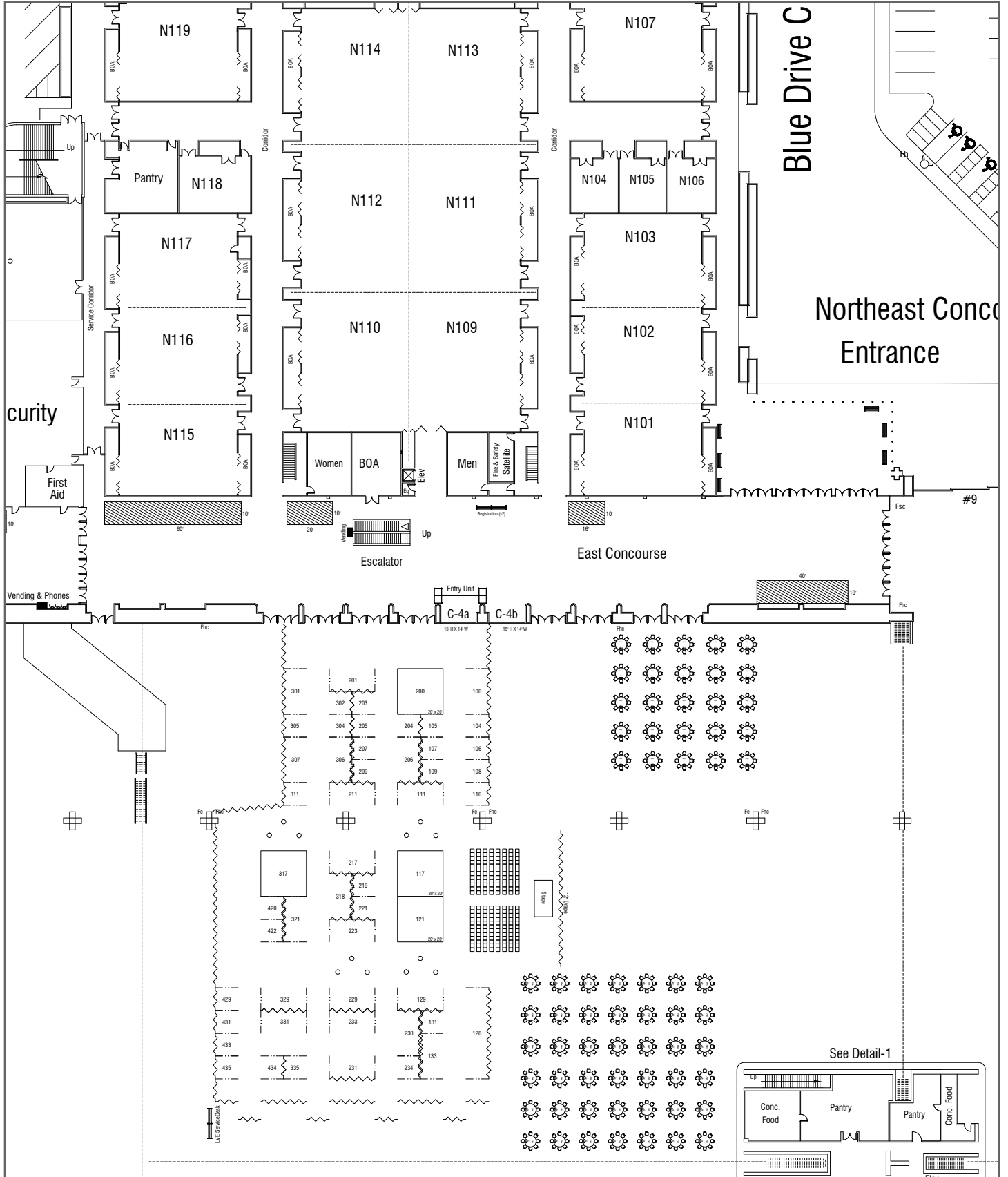


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# SEMINAR MAP



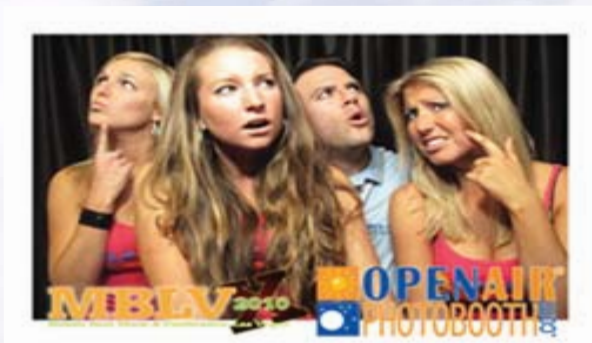




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# LVDJ SHOW EVENTS



## **Keynote: Jason Nevins & Chris Cox**

**9:00am Monday, September 8th**

**Place: N109, N111, N113**



## **Chuck D. Meet & Greet**

**1:30pm Monday, September 8th**

**LVDJ Show Main Stage**



## **Keith Shocklee & Flava Flav Meet & Greet**

**2:30pm Monday, September 8th**

**LVDJ Show Main Stage**



## **ADJ Sponsored Party: "Cool By The Pool" with DJ Richard Blade**

**5:00pm Monday, September 8th**

**LVH Pool Deck**

## **Be a VIP at The Marquee!**

**10:00pm Monday, September 8th**

**Marquee at the Cosmopolitan**



## **ADJA National Meeting**

**8:00am Tuesday, September 9th**

**Seminar Room N111**

## **VIP Night at Hard Rock Cafe**

**6:30pm Tuesday, September 9th**

**Hard Rock Cafe on the Strip**



## **Closing Keynote: "Develop Your B-Sides" Presented by Larry Willams**

**2:30pm Wednesday, September 10th**

**Seminar Room N109**

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### Tuesday, September 9th

<b>Time:</b>	<b>Booth:</b>	<b>Prize:</b>
11:30am	The 1% Solution (Booth 206)	1 DVD of your choice.
12:00pm	ADJ American Audio (Booth 117)	1 ELMC-1 Midi Controller
12:30pm	Promo Only (Booth 223)	1 set of 5 specialty DVDs \$125
1:00pm	DigiGames (Booth 111)	2 player system with 4 software games Valued at \$350 each
1:30pm	Windy City Novelties (Booth 201)	3 Tubes of Glow Necklaces
2:00pm	Top Hits USA (Booth 129)	WD 1TB external drive w/ 3 months free service to Top Hits Direct Download Pool
2:30pm	Frankenstand (Booth 205)	1 pair of Frankenstands
3:00pm	PhDJ (Booth 105)	Mike Walter Training DVD \$250
3:30pm	Alan Berg (Booth 304)	Mp3 Compilation
3:45pm	DJ Skins	\$50 off skins or drops
5:00pm	Bridal Bootcamp (Booth 104)	3.7 Liter Bottle of Malibu Wine
5:30pm	Open Air Photobooth (Booth 217)	\$100 Cash Giveaway

### Wednesday, September 10th

11:00am	Game Show Mania (Booth 321)	2 trivia books \$50 each
11:30am	Open Air Photobooth (Booth 217)	\$100 Cash Give away
12:00pm	Windy City Novelties (Booth 201)	3 Tubes of Glow Necklaces
12:30pm	DigiGames (Booth 111)	2 player system with 4 software games Valued at \$350 each
1:00pm	The 1% Solution (Booth 206)	1 DVD of your choice
1:30pm	Promo Only (Booth 223)	1 set of 5 specialty DVDs \$125
2:00pm	Top Hits USA (Booth 129)	WD 1TB external drive w/ 3 months free service to Top Hits Direct Download Pool
2:30pm	ADJ Lighting (Booth 117)	1 Event Pod Lighting System

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# SEMINARS AT A GLANCE

Location			
Date & Time	Room N109	Room N111	Room N113
9/7/14 8:00pm	Welcome Reception held in the Tempo Lounge at the Westgate Powered by: Hercules, Digi Games & ADJA		
9/8/14 7:00am	Breakfast with The GameMaster - Located in the Networking Pavillion		
9/8/14 8:00am	Show Opener, Hosted by: Sean "Big Daddy" McKee		
9/8/14 9:00am	<b>Keynote:</b> <b>Chris Cox &amp; The Disco Fries!</b> Powered by ADJ		
9/8/14 10:30am	Alan Berg 4 C's for a More Engaging Website	Mike Walter Growing Pains	Randy Bartlett Transitions
9/8/14 11:45am	Alan Smithson The Future of DJ Technology & how to Profit from it	<b>LUNCH BONUS SESSIONS!</b>	WED Guild® Open House
9/8/14 1:00pm	Casey Eberhart 6 no B.S. things to get more gigs and make more \$\$	Chris Evans 1000 Likes Are Great, 10 Customers Are Better	Liz Daley How To Write a Great Wedding Script
9/8/14 2:30pm	Robert Walk Presentations That Sell!	Brandon Lindsey Breaking Bad DJ Habits	Peter Merry It Wasn't Me!
9/8/14 4:00pm	Mark Sanchez The Science of Music Programming	Jamie Bodie Get Your MBA in DJ	Sid Vanderpool Big Fish, Small Pond Thriving in a Rural Market
9/8/14 5:00pm	<b>Cool By The Pool with Richard Blade!</b> <b>LVH 3rd Floor Pool Deck</b> <b>Powered by ADJ</b>		
9/9/14 7:00am	Breakfast with The GameMaster Located in the Networking Pavillion		
9/9/14 8:00am	ADJA National Meeting Room N111		
9/9/14 9:00am	Josh Yawn Business Advertising for The Small Business DJ	David Hoyt The 3 P's Performance, Professionalism & Persistence	KC Kokoruz The Science of Marketing
9/9/14 10:30am	Curtis Whipple Music Theory for Non Musicians	Andy Ebon Are You Mobile Ready?	Jim Cerone The Perfect Host 2014
9/9/14 11:00am	<b>Exhibit Floor Opens!</b>		
9/9/14 1:00pm	<b>Lunch in Exhibit Hall</b>  <b>Lunch items are available for purchase</b>		
9/9/14 2:30pm	Exhibits	Exhibits	Exhibits
9/9/14 2:30pm	Keith Shocklee & Flava Flav On The Main Stage in the Exhibit Hall		

# SEMINARS AT A GLANCE

Location			
Date & Time	Room N109	Room N111	Room N113
9/9/14 4:00pm	<b>From ADJA to Oz: Follow the Changing Tech Road with Sonny Ganguly!</b>  This will be held on the main stage in the Exhibit Hall		
9/9/14 5:00pm	<b>Exhibit Hall Power Hour!</b>		
9/9/14 6:00pm	<b>Day Two Closes</b>		
9/9/14 6:30pm	<b>VIP Night at The Hard Rock Cafe!</b>  This is the party to top all parties. Located right on the strip at MGM/Monte Carlo corner. Check the menu for more details.		
9/9/14 8:00pm	<b>VIP NIGHT AT THE HARD ROCK CAFE LAS VEGAS!</b>  Featuring the DJ Spinmasters competition.		
9/10/14 7:00am	<b>Breakfast with The GameMaster Located in the Networking Pavillion</b>		
9/10/14 8:00am			
9/10/14 9:00am	Naveen Sharma Indian Weddings – Cultures, Traditions, and More!	Arnoldo Offerman UV Lighting Seminar Powered by ADJ	Rob Ferre Making Kid's events Your Main Event
9/10/14 10:30am	Mark Thomas Xanthin Smith The Art of Interaction (remixed)	Jodi Harris Surviving In Business	Scott Faver Holiday Party Games!
9/10/14 11:30pm	<b>Lunch in Exhibit Hall</b> <b>Lunch items are available for purchase</b>		
9/10/14 1:00pm	Mike Fernino Upselling Uplighting 2.0	Ed Spencer Officiating 201	Jordan River Mitzvah's Increase Your Revenue
9/10/14 2:30pm	<b>CLOSING KEYNOTE</b> Larry Williams Develop Your B-Sides		
9/10/14 3:00Pm	<b>SHOW CLOSES</b>		



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Randy Bartlett has been a full-time mobile DJ since 1989. Since then, he has performed at thousands of events, specializing in weddings, Bar/Bat Mitzvahs and corporate parties. He regularly commands a fee of 2-3 times that of his market, making him one of the highest paid wedding DJs in the country. His business has been self-sustaining with no advertising for several years. His seminars, packed with easy to follow and proven techniques for success on topics ranging from Being The Master Of Ceremonies to Training to Commanding A Top Fee and more, have been received by standing room only audiences for Mobile Beat Magazine and DJ Times' DJ Expo, as well as local groups such as the ADJA, SAMMP, Golden Disc Awards, NACE, and regional conferences.

**Alan Berg**  
**732-422-6362**  
**[www.alanberg.com](http://www.alanberg.com)**

Who am I? If I had to answer this in one sentence I'd say "I'm a Suburban Renaissance Man". I'm a husband, father, son, friend, speaker, author, salesman, marketer, musician, handyman, consultant, teacher and all-around nice guy. I'm passionate about my

family and my work. I love being creative and working with my hands, as well as my mind.

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Station is more than a photo booth, it's a private social network for your event. With the free twine-LIVE mobile app, guests mobile devices become a second screen for the event that lets everyone see, share, upload your event photos, and comment on the photos as they happen.



#### **Your DJ Sites**

**[www.Yourdjsites.com](http://www.Yourdjsites.com)**

Custom DJ web sites, DJ drops, DJ logos, DJ skins and more.

#### **Wedding Wire**

**[www.weddingwire.com](http://www.weddingwire.com)**

The Best Wedding Checklist Weddings are made simple! Our award-winning wedding checklist will help you stay on track all the way to your big day.

#### **Windy City Novelties**

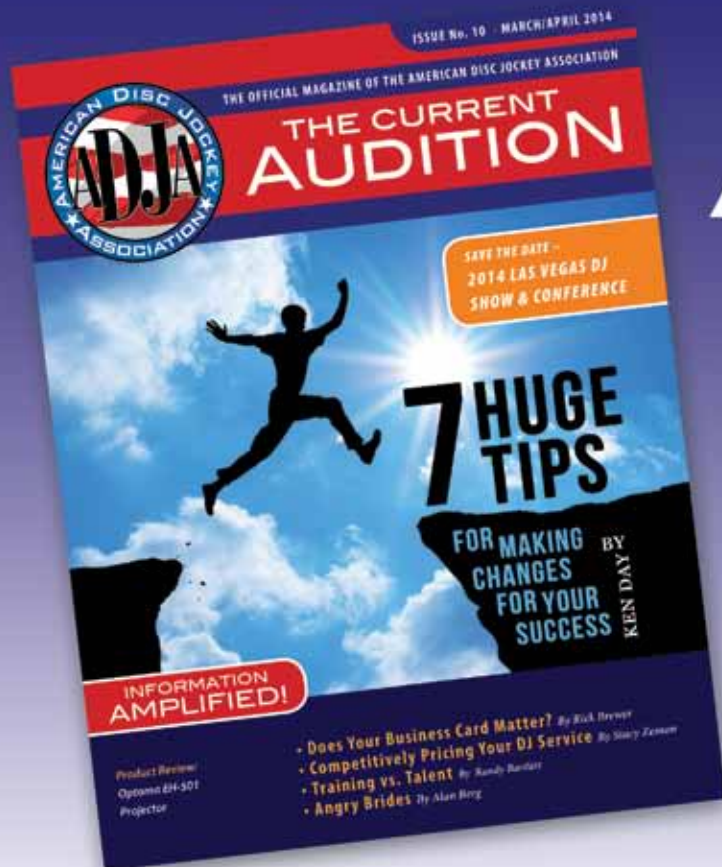
**300 Lakeview Parkway**

**Vernon Hills, IL 60061**

**800-422-9722**

**[www.dj.wcnovelties.com](http://www.dj.wcnovelties.com)**

All purpose Party Supply website. From Glow to Light ups to Boas & Balloons - [www.dj.windycitynovelties.com](http://www.dj.windycitynovelties.com) has it all. 12,000 dance floor glow & light up party items. Photo booth props, hats maracas, wands, LED jewelry for weddings, proms, day.



## THE CURRENT AUDITION

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## SEMINAR TRACKS CODES:

**B = Business Track**

**P = Performance Track**

**CPS & T = CPS & Technology Track**

**MSO = Multi-System Operators Track**

**T = Turntablism Track**

## Monday, Sept. 11

### 07:00 AM

#### Networking Pavillion of the LVCC **Breakfast With the GameMaster [B, P, MSO]**

**by Scott Faver**

The ONLY BWTGM event not only in Las Vegas, but the ENTIRE USA! Join The Game Master Scott Faver for Breakfast to not only fill your belly, but fill your mind with tons of exciting tips & networking with the best & the brightest in the industry. Come join the fun! Scott will be there welcoming one and all.

### 07:30 AM

**Registration area See Map for details.**

#### **Registration & Badge Pick up**

Please have your Ticket credentials Ready.

### 08:00 AM

**LVCC Central Hall N111**

#### **Show Opener**

**by Sean "Big Daddy" McKee**

You won't need caffeine to get you going after the positivity, Power packed show opener that Sean Big Daddy McKee has planned for you. Come to be uplifted, motivated & inspired by the journey of Sean "Big Daddy" McKee. He is sure to get you pumped up for the incredible Las Vegas DJ Show. You do not want to miss this event!

### 9:00 AM

**N109, N111, N113**

#### **Keynote – Jason Nevins & Chris Cox!**

The Las Vegas DJ Show is excited to welcome songwriters, producers and remixers Jason Nevins & Chris Cox!

#### **JASON NEVINS**

Jason Nevins is most widely known for his pop dance productions, including his multi-platinum, multi-million selling production of "It's Like That" by US rap group Run-D.M.C which reached #1 in more than 30 countries and more than \$5 million dollars in worldwide sales. In 2013 Nevins produced the Top 40 version for the #1 selling Country group Florida Georgia Line's hit single "Cruise" featuring superstar rapper Nelly. His idea of adding Nelly to the record also helped propel it to the top of the charts. The song went to #2 on iTunes and peaked at #4 on the Billboard Hot100 and has amassed over 2.5 million in sales. Nevins will share the secrets to his successes as a producer and remixer. He will offer a unique inside look at the music business and how to stand out in an industry where competition is fierce. He has worked along side some of the best in the business and will offer perspectives about production and remixing that can be applied to our efforts in business and DJ showcases. Join him Monday, September 8th for an enlightening keynote presentation you'll never forget.



#### **CHRIS COX**

Chris Cox is an American dance music record producer, remixer, and DJ who has worked on over 600 records. He has had a total of 44 Billboard dance chart number ones as part of the hitmaking remix team Thunderpuss, and others with Pusaka and as a solo artist. He was nominated for a Grammy in 2004 for



his production work with Cher. His first industry-released remix was in 1989 for the Paula Abdul and MC Skat Kat song "Opposites Attract," which he manually cut on an old two-track reel-to-reel. He has since remixed records for Janet Jackson, Christina Aguilera, Britney Spears, Madonna, Michelle Branch, Stacie Orrico, Hilary Duff, Mylène Farmer, Donna Summer, Kelly Osbourne, Rihanna and Kelly Clarkson. In 2008 he produced the album Hannah Montana 2: Non-Stop Dance Party, which spent several weeks at #1 on the Billboard Dance/Electronic Albums Chart. He continues to produce and remix dance music as well as travel internationally as a club and festival DJ. Cox brings an amazing level of intellect to the stage. His experiences as a top record producer will shed light on production that is second-to-none. As a remixer and internationally known DJ – he will offer valuable advice regarding the business and stage side of the profession. Be ready for a great session that will define what happens when hard work and steadfast determination is followed. Join Chris Cox on Monday, September 8th as his Keynote presentation opens the 2014 Las Vegas DJ Show.

**Keynote Powered by ADJ**



### 10:30 AM

**N109 Central Hall LVCC**

#### **Alan's 4 C's For A More Engaging Website**

**[B, P, CPS & T, MSO, T]**

**by Alan Berg**

While you've probably heard about the 4 C's of Diamonds - Cut-Carat-Clarity-Color - you've never heard of the 4 C's for a more engaging website. Well, Alan's going to fill you in on four things that will help your website work better for you, rather than against you. They'll sound so simple, you'll wonder why you're not already doing them. Come to this session and learn: · The 4 C's and how to use them · How to convert more of the traffic you're already getting · Why you probably have too much on your site.

**10:30 AM**

**N113 Central Hall LVCC**

## **Transitions**

**[B, P, CPS & T, MSO]**

**by Randy Bartlett**

"We just want everything to run smoothly." Why do so many clients lead with this? It's because so few of us understand the power of transitions. In this seminar, Randy Bartlett, the producer of The 1% Solution DVDs, will show with videos and live examples the difference between a great transition that brings everyone along and a moment where all the momentum and energy can be lost. With dozens, or even hundreds of transitions at each event, you'll leave this seminar with powerful tools to keep the guests focused and in great anticipation of the next event, helping you keep more guests at your events and getting more guest participation at each stage of the event.

**10:30 AM**

**N111 Central Hall LVCC**

## **Growing Pains**

**[B, P, CPS & T, MSO]**

**by Mike Walter**

Mike brings his decades of experience to bear in showing the things every business owner should follow. Spotting the Stumbling Blocks that Come with Growing Your Multi-Op and Preparing for Ways to Avoid Them, Recover From Them and Even Take Advantage of Them. This will be a nugget filled session you don't want to miss.

**10:30 AM**

**N101 Central Hall LVCC**

## **DJ Manager Training**

**[B, P, MSO]**

**by Scott Faver**

In this workshop Scott Faver will provide training on the DJ Manager Software product. This workshop has limited seating. You must be pre registered to attend. Get your tickets today.

**10:30 AM**

**Central Hall LVCC**

## **\$\$\$PREMIUM CONTENT\$\$\$**

## **Basic To Intermediate Scratching Workshop**

**[B, T]**

**by DJ Hapa**

This workshop will cover basic music theory necessary for scratching before teaching you a number of scratches that will help enhance your mixing skills, as well as allow you to add style to your DJing and help you stand out from the competition! EQUIPMENT: We will have some of the best industry standard equipment on hand, including: Stanton STR8-150 Turntables, Technics 1200 Turntables, Rane 62 Mixer, Rane TTM 57 Mixer, Pioneer 900 Nexus Mixer, Pioneer CDJ 2000's and more. OR you are welcome to bring your own controller or other equipment if you prefer! SCHEDULE: Monday, Sept 8th S1: 10:30-11:50am S2: 12:30-1:50pm S3: 3:30-4:50pm All of these exceptional sessions require a Full ALL access VIP pass. These are included in the price of the session. Should you desire to take more than one session or you already have your FULL VIP pass, please contact Drax at 888-723-5776 for a special access code. that will reduce the session prices to only \$55 each!

**11:30 AM**

## **In The Exhibit Hall Lunch Break**

**11:30 AM**

**N109 Central Hall LVCC**

## **The Future of DJ Technology & How To Profit From It**

**[B, P, CPS & T, MSO, T]**

**by Alan Smithson**

Alan Smithson Co-Founder & CEO of SmithsonMartin and Creator of the Emulator ELITE will present the future of where the DJ equipment industry is heading and how mobile DJ's stand to profit from it. Alan will touch on new developments in

Audio, Video and Lighting technology that is coming and how mobile DJ's can align themselves with better clients with better budgets using technology as a part of the sales process.

**11:45 AM**

**N113 Central Hall LVCC**

## **WED Guild® Open House**

**[B, MSO]**

**by Jeremy Brech**

The WED Guild® will present a "Top Secret" seminar during our Bonus Lunch session followed by general information on how to get involved in the WED Guild® Mentor Program and effective strategies on completing your WED Guild® Application.

**1:00 PM**

**N113 Central Hall LVCC**

## **How To Write a Great Wedding Script**

**[B, P]**

**by Liz Daley**

WED Guild® President and Accredited Bridal Consultant™, Liz Daley, who holds a degree in Directing for the Stage, will share her insights on how to create a great script for your next wedding. The wedding agenda or timeline is actually a script, and a script is much more comprehensive than just "times" and "what's happening". Liz will share with you how to organize, plan and direct amazing weddings by utilizing established rules of the theatre including set design, staging, rehearsing, scripting, pacing and performance. She will also share how to effectively collaborate with other wedding professionals and manage your event while keeping everyone on the same page. You will learn: • The top five mistakes most people make creating an agenda • Eight things that must be included in every timeline • How to use your timelines as an effective sales tool. Her concise approach will help you put your clients at ease and make you look like a rock star!



**1:00 PM**

**N111 Central Hall LVCC**

## **1000 Likes Are Great, 10 Customers are Better**

**[B, CPS & T]**

**by Chris Evans**

1000 likes basically steps you through how to stop spending 8 hours a day on useless social networking and helps you focus on productive use of social networking that generates sales.

**1:00 PM**

**N101 Central Hall LVCC**

## **\$\$ PREMIUM EVENT\$\$: Advanced Mic Skills Workshop I [P, MSO,]**

**by Randy Bartlett**

Most DJs fall into the trap of being an announcer, a DJ with a microphone, instead of a skilled and polished Master Of Ceremonies. This four hour workshop with Randy Bartlett, producer of the 1% Solution Series, will help you make the transition from being an announcer to becoming a true Master Of Ceremonies. In this workshop, Randy will work with each attendee, with their strengths and weaknesses to show how to "Master" the room, to gain full control of any audience within seconds without being cheesy or obnoxious and to have the guests riveted on every word you say. With Randy's critique and coaching, you'll discover YOUR magic and how YOU can predict and control the audience response with even the rowdiest or lowest energy groups. You'll learn to create more applause and cheers than you ever imagined possible without ever asking or telling your audiences to clap. You'll learn to use your own talents to create excitement, emotion and total audience focus in a completely natural and organic method. This workshop focuses almost exclusively on the opening announcements at events, with a concentration on weddings. Be prepared to perform and to be candidly critiqued. Workshop size is absolutely limited to 15 students only! Last year's workshop with 25 students sold out

within hours, so don't hesitate. Get your tickets NOW! \$195. Attendees from last year's workshop are welcome to attend at no charge, but will be limited to observing only and will not be allowed to perform or be critiqued unless signing up for the workshop at the regular price.

**1:00 PM**

**N102 Central Hall LVCC**

## **\$\$ PREMIUM CONTENT\$\$ Learning The Roots of Remixing [P, CPS & T, T]**

**by Jason Nevins**

In this power packed session, Master Remixer Jason Nevins will teach a select, small number of attendees will get to learn from a true master. You will learn about editing tools, & the steps & sounds to look for in building a mix. This is a can't miss Premium workshop. Jason uses Logic by Apple but the concepts should apply to any quality editing platform. This incredible session is available for the super affordable price of \$149! This price includes a Full VIP Pass for The Las Vegas DJ Show. If you already have a VIP pass, please contact Drax for a discount code that will reduce your workshop pass to only \$99! All tickets are non-refundable, but fully transferrable. All passes expire on Sept. 10th 2014.

**1:00 PM**

**N109 Central Hall LVCC**

## **6 No B.S. Things to Get More Gigs & Make More Money [B]**

**by Casey Eberhart**

Ya know how some DJ's need to book more gigs, make more money per gig and create an endless stream of referrals? Well at this workshop I am going to go through at least 6 things you can do within 15 minutes to book more gigs, spend less on marketing, and create raving fans of your work. When Drax asked me to appear at the show this year, I told him I would like to just get down and dirty and support you in making more money. He was on

board and I can assure you this will be the presentation to see if you want to make more money. Plain and simple. PERIOD.

**1:00 PM**

**N104 Central Hall LVCC**

## **\$\$ PREMIUM CONTENT\$\$: Mix Like A Master [P, T]**

**by DJ Skribble**

In this awesome workshop, Legendary DJ Skribble will train a select, small number of DJs on how to mix like a master. You won't want to miss this incredible learning & training experience. This will be limited to 12 attendees. Cost: \$199.00 per person. Each ticket includes a FULL VIP Pass to the show. If you already have your show pass, Please contact Drax for a discount code to reduce your workshop price to \$149. Get Your Passes NOW!

**2:30 PM**

**N111 Central Hall LVCC**

## **Breaking Bad – DJ Habits [B, P, CPS & T, MSO, T]**

**by Brandon Lindsey**

Many of the things we do as DJs start as great ideas but over time turn into bad habits, repetitive non sense, out dated shtick and tired playlists. Brandon will show you that even YOU have some glaring Bad DJ Habits even if you don't realize it. Breaking Bad dinner and Cocktail Selections The discussion will challenge your music selections for cocktail hour and dinner and look into the shifting generations we are entertaining. We will examine sample playlist by DJs and look at some outside the box dinner and cocktail playlist that Brandon says you should be considering. He will end this portion of the presentation by taking on your devil's advocate thoughts on this new way of thinking for cocktails and dinner. Breaking Bad Order Of events The discussion will turn to order of events and timelines the ruts we get into and the habits and preferences formed. The discussion will demonstrate how timeline shifts can create energy, create special moments, highlight emotion and show how your molded

sometimes cookie cutter timeline can be damaging to your events. Simple timeline shifts and amazing results will be demonstrated. Breaking Bad Shtick Are you really there and present in the room? Did you listen closely to the toasts? Every event has a story. At weddings what do you know about the bride and grooms interests? What things are in the room? At school dances did the football team win or lose? The discussion will talk about Breaking out of your canned phrases and just being there. We will discuss how this technique can build an interest with your audience and a real trust with them. It will increase interest in the event and make everything more personal.

## 2:30 PM

**N109 Central Hall LVCC**

### ***Presentations That Sell!***

**[B, CPS & T, T]**

**by Robert Walk**

You have an appointment to meet with a new prospect, now what? You need a sales presentation that captivates, invigorates and motivates your prospect to make a purchasing decision now. No one likes to be sold but everyone wants to buy and they want to make a purchase from people they know and trust. Developing a relationship with your prospect, not pushing a product or service is the proven path of least resistance. Finding out what their needs are will allow you to present the perfect solution to their problem. I'll show you how to: earn your prospects trust immediately · identify their real needs · offer the best solution to their needs Honing your presentation skills will set you apart from your competition and make the decision to buy from you an obvious and natural conclusion. We'll work on preparing a presentation that fits your personality, allowing you to internalize it quickly and make your newly acquired skill a part of your sales repertoire. Don't pass up this opportunity to help your future customers and substantially increase your income. This Presentation Seminar Will Put \$100's if not \$1,000's in Your Pocket Each and Every Time You Use What You've Learned!

## 2:30 PM

**N113 Central Hall LVCC**

### ***It Wasn't Me! [B, P]***

**by Peter Merry**

Stop The Blame Game. Start Owning Your Success! A DJ's job is to simply play pre-recorded music and occasionally make announcements. Or is it? In this provocative seminar, Peter Merry (Author of "The Best Wedding Reception...Ever!" and Founder of the WED Guild®) will explore the faulty thinking that infects our role perceptions and leads to value decay. Are you tired of watching others (wedding pros, wedding guests, or even the bride and groom) sabotage your best efforts to make the reception rock? Wouldn't you love to announce, "We are running late because the caterer forgot to pour the toast!" just once? In this seminar, you will learn:

- How to identify who's really to blame! (Here's a hint, try looking in the mirror.)
- How to help your teammates and your clients look like rock stars!
- How to create a "prevent defense" game-plan for your success!
- How to share this plan with new clients to increase your sales! It's time to turn excuses for failure into solutions for winning!

## 4:00 PM

**N111 Central Hall LVCC**

### ***Get Your MBA in DJ***

**[B, P]**

**by Jamie Bodie**

So many DJs (and other business owners) hone their craft, but they forget that running a business properly will be the only way they can continue to do what they love. Alone, being a great DJ will not afford you the opportunity to make a career of what you love. Owning a successful DJ business is 50% being a great DJ and 50% running a great business. In this seminar we will cover some of the things that can help you start, maintain and grow a successful DJ business.

## 4:00 PM

**N113 Central Hall LVCC**

### ***Big Fish, Small Pond, Thriving in a Rural Market [B, P]***

**by Sid Vanderpool**

Not only surviving, but growing your business in a rural area. Sid Vanderpool, Publisher of DJzone Magazine will walk you through proven methods that can take your DJ or event company to the next level even in the smallest of communities. This seminar is geared towards businesses of all sizes based in rural settings where the local population tops out at 50,000, but all DJ and event companies will benefit from some of the insights and ideas that have helped his event company MME become a big fish in a small pond.

## 4:00 AM

**N109 Central Hall LVCC**

### ***The Science Of Music Programming [P, T]***

**by Mark Sanchez**

There really is a science to music programming for any type of event. In this presentation Mark will show you how combining the right songs and building the right music sets for your crowd can jump start a dance floor and keep the guests dancing all night. Mark will cover; how to properly plan head, effective crowd reading, elements of music sets, programming concepts, and much more. This presentation will show you the tools on how to command any dance floor and get even the toughest crowds to dance without having to use cheesy gimmicks.

## 5:00 PM

**3rd Floor Pool Deck of LVH**

### ***Cool by The Pool! Sponsored By ADJ***

Come enjoy a relaxing happy hour by the pool hosted by ADJ! This is always an



awesome event, warm breezes, cool drinks & you can even take a dip in the pool if you like, all backed by live music. Free Drink Tickets to the first 250 pass holders! Music by DJ Rochard Blade.

## 10:00 PM

**Marquee at the Cosmopolitan**  
**Be a VIP at The Marquee!**  
 Come enjoy an evening of fun at the top night spot in Las Vegas! The incredible Marquee Night Club located inside the prestigious Cosmopolitan Resort! See Be A Marquee VIP for more details!

## Tuesday, Sept. 9

## 7:00 AM

**Networking Pavillion of the LVCC**  
**Breakfast With The GameMaster**  
**[B, P, CPS & T, MSO, T]**

**by Scott Faver**

The ONLY BWTGM event not only in Las Vegas, but the ENTIRE USA! Join The Game Master Scott Faver for Breakfast to not only fill your belly, but fill your mind with tons of exciting tips & networking with the best & the brightest in the industry. Come join the fun! Scott will be there welcoming one and all.

## 02:30 PM

**Networking Pavillion LVCC**  
**Insurance Pitfalls: How To Avoid Them**  
**[B, P, CPS & T, MSO, T]**

**by Rob Nuccio**

Learn how to avoid the pitfalls of increasing liability by not taking unneeded risks. Industry ICON Rob Nuccio the founder of DJ Insurance in the DJ Industry speaks candidly about liabilities, how to decrease them while not decreasing your profits, or effectiveness as a DJ.

## 8:00 AM

**Registration Area, See map**  
**Registration & badge Pick Up**

Please have your Ticket credentials Ready.

## 8:00 AM

**N111 LVCC**  
**ADJA National Meeting**  
**by Dr. Drax**

Come check out the ADJA! At our national meeting we will announce new programs and present awards to members and chapters. The 2014 Peter Merry Leadership Award, The 2014 Michael Butler Humitarian Award, and the 2014 Chapter of The Year will be presented. This will be a fun, fast paced meeting filled with everything you wanted to know about ADJA and the many new programs we are working on to help DJs to Build & Grow Their Business.

## 9:00 AM

**Central Hall LVCC**  
**World Karaoke Summit 2.0 [B, P, CPS & T]**

This will be a watershed moment for the Karaoke Industry. Join Kurt Slep from Sound Choice, Joe Vangeri from DigiTrax & a host of others for this roundtable presentation that will change the Karaoke industry forever! More details to be announced soon!

## 9:00 AM

**N104 Central Hall LVCC**  
**\$\$ PREMIUM EVENT\$\$: Get Trained! With Mike Walter [B, MSO]**

**by Mike Walter**

Mike Walter will lead a small group (no more than 15 seats will be sold for this) in a 4 hour Workshop for Multi-Op owners. Content covered will include sales and marketing to the millennial bride, handling the challenges that come along

with a large staff (including responding to complaints), how close is too close when it comes to befriending your staff members and what the Multi-Op owner can expect as an exit strategy. Mike will present information on all of these topics and more plus there will be time for Q&A and roundtabling. The fee is \$100 & is limited to 15 attendees. You must have a FULL VIP pass to the show to attend this workshop Click here to get your tickets!

## 9:00 AM

**N101 Central Hall LVCC**  
**\$\$ PREMIUM EVENT\$\$: Websites That Work! [B]**

**by Alan Berg**

In this workshop noted marketing expert Alan Berg will tear apart the myths of website marketing. Each attendee's website will be analyzed & reviewed by Alan who will provide specific direction on things to change & how to make your site work for you. This workshop is 3 hours & the cost is \$199.00 It also requires a FULL VIP Pass to the Las Vegas DJ Show. Click Here to buy your ticket for this incredible workshop.

## 9:00 AM

**N111 Central Hall LVCC**  
**The 3 P's of DJ'ing: Performance, Professionalism & Persistence [B, P, MSO]**

**by David Hoyt**

David Hoyt returns to talk about the 3 P's of DJ'ing: Performance, Professionalism and Persistence. In this seminar you will be able to take away action steps that you can use to increase the effectiveness of your performance, take a look at some ways to be more professional in your approach with your clients, other vendors, as well as other DJ's, and learn that success will ultimately come from a good ol' dose of persistence. You will leave inspired and ready to take these three key areas of your DJ business to new heights!



**9:00 AM**

**N113 Central Hall LVCC**

## **Holiday Party Games**

**[B, P, CPS & T, MSO]**

**by Scott Faver**

Scott Faver, The Game Master, offers Holiday Party Games! September is the perfect time to learn, practice, and prepare new games and activities for the busy holiday party season. Fun games, unique segues, and play that pays, will highlight this hands on, everyone gets to play, presentation. Join us for this interactive entertainment experience and rock your December clients.

**9:00 AM**

**N102 Central Hall LVCC**

## **\$\$ Premium Content\$\$ Rehearsal Dinner Revenue Workshop [P]**

**by Larry Williams**

This is the workshop/coaching session you've been waiting for! Nearly a decade ago, Larry Williams pioneered the concept of marketing Rehearsal Dinner Packages directly to his wedding customers. The idea was unheard of at the time and quickly caught fire. Years later, he has coached hundreds on turning this simple family get together into the greatest untapped weekday revenue stream in the DJ and Wedding industries. The components of this package are original and proven successful. In this session, Larry Williams will give you the tools, direction and skills you need to immediately begin offering this package to your customers. In this session, you will ... • Master the 3 elements of putting together the perfect Rehearsal Dinner Package (ie; Ceremony Rehearsal, After-Dinner Oration, Game Show Fun) • Learn how to direct every aspect of the wedding ceremony rehearsal • Discover useful techniques that even wedding coordinators don't know • Receive six amazing workshop forms (including all questions for two game shows – Bride & Groom Trivia Challenge, Pre-Newlywed Game) • Share ways in which the Bridal

Party can be great ambassadors to the wedding • Learn the secrets of the "Bride & Groom Trivia Challenge" (an original game show concept created by Larry Williams) • Understand the complexities of serving as a Director, Orator and Game Show Host ... and know how to assume these unique roles as warranted • Have a thorough understanding of how to sell and market this package Once again, this is a turn-key workshop. This means, you will be provided with the skills and documents you need to immediately begin offering this package to your customers. This session is perfect for the DJ who is passionate about weddings and wants to own their market by being thought of as far more than just a DJ. Seats are limited, so reserve your spot NOW!!! (Additional Info: All planning forms, game show questions and note pads will be provided to each attendee. Bringing a laptop to this session is optional, not mandatory. A flash drive is recommended to receive the forms. This session will absolutely conclude before 12 noon.) This premium event is only \$149! Each ticket includes a FULL VIP Pass to the show. If you already have your show pass, Please contact Drax for a discount code to reduce your workshop price to \$99.

**9:00 AM**

**N109 Central Hall LVCC**

## **Big Business Advertising for the Small Business DJ [B, P, CPS & T, MSO,]**

**by Josh Yawn**

"Big Business Advertising for the Small Business DJ" is a new seminar by Josh Yawn, author of the best-selling disc jockey industry book, *Hosting for DJs*. "Big Business Advertising for the Small Business DJ" will teach DJs effective marketing and advertising techniques from an expert in the field who also understands a mobile DJ business inside and out. This seminar will go in-depth into what works and what doesn't, the importance of branding, logo design, marketing material, websites, and the options of getting into television, web and radio advertising.

Plus, Josh will share secrets of finding free advertising for big results.

**10:30 AM**

**N111 Central Hall LVCC**

## **Are You Mobile Ready?**

**[B, CPS & T]**

**by Andy Ebon**

Why mobile ready websites are mandatory... TODAY! ... and what you need to know Just a few years ago, only 5-10% of prospective clients used smartphones and tablets to access websites. Today, for most businesses that number exceeds 60%. Plus, there a staggering array of screen sizes for both tablets and smartphones. Simply put, if your company website cannot work comfortably with almost any computer, tablet or smartphone, you lose to your competitor. This session will offer and explain various solutions, by visual example, with plain English explanation. The goal is provide you with the basis for asking good questions when developing a mobile-specific site to complement an existing website OR develop a single website that will adjust it size, images, and functions 'on the fly'.

**10:30 AM**

**N109 Central Hall LVCC**

## **Music Theory For Non Musicians [P]**

**by Curtis Whipple**

In this engaging look at music, the music we play Curtis will excite you & educate you with: Understanding rhythms and musical phrases for better song mixing and music programing; What is the difference between major and minor keys?; How do we mix them?; Time signatures, does anybody really know what time it is?; Consonance and Dissonance, what are they? How do you use them to your advantage?; Energy vs BPM. Too many DJs believe that BPM is energy. Learn the difference; Musical Themes; Pentatonic scale; Will we run out of songs with only 13 notes to choose from?; Many of us instinctively know these things to some degree, maybe not by name, however after attending this

seminar you'll understand them better and perform better.

**10:30 AM**

**N113 Central Hall LVCC**

**The Perfect Host 2014**  
by Jim Cerone

**11:00 AM**  
**Exhibit Hall Opens**

**11:00 AM**

**Exhibit Hall**

**\$\$PREMIUM EVENT\$\$:**  
**Intermediate Mixing**  
**Workshop [P, T]**

by DJ Hapa

\$\$Premium Session\$\$ Intermediate Mixing Workshop- In this workshop, we will cover music theory and song structure, optimizing your software, and manual beat matching, so you can take your mixing to the next level and add value to your DJing! EQUIPMENT: We will have some of the best industry standard equipment on hand, including: Stanton STR8-150 Turntables; Technics 1200 Turntables; Rane 62 Mixer; Rane TTM 57 Mixer; Pioneer 900 Nexus Mixer; Pioneer CDJ 2000's and more OR you are welcome to bring your own controller or other equipment if you prefer! SCHEDULE: Tuesday, Sept 9th M4: 11am-12:20pm M5: 2-3:20pm M6: 5-6:20pm Both of these exceptional sessions require a Full ALL access VIP pass. These are included in the price of the session. Should you desire to take more than one session or you already have your FULL VIP pass, please contact Drax at 888-723-5776 for a special access code. that will reduce the session prices to only \$55 each!

**11:30 AM**  
**In The Exhibit Hall**  
**Lunch Break**

**1:00 AM**

**Central Hall LVCC**

**\$\$PREMIUM EVENT\$\$:**  
**Basic To Intermediate**  
**Scratching Workshop**  
**[P, T]**

by DJ Hapa

Basic to Intermediate Scratching Workshop- This workshop will cover basic music theory necessary for scratching before teaching you a number of scratches that will help enhance your mixing skills, as well as allow you to add style to your DJing and help you stand out from the competition! EQUIPMENT: We will have some of the best industry standard equipment on hand, including: Stanton STR8-150 Turntables; Technics 1200 Turntables; Rane 62 Mixer; Rane TTM 57 Mixer; Pioneer 900 Nexus Mixer; Pioneer CDJ 2000's and more OR you are welcome to bring your own controller or other equipment if you prefer! SCHEDULE: Tuesday, Sept 9th S4: 10:30-11:50am S5: 12:30-1:50pm S6: 3:30-4:50pm Both of these exceptional sessions require a Full ALL access VIP pass. These are included in the price of the session. Should you desire to take more than one session or you already have your FULL VIP pass, please contact Drax at 888-723-5776 for a special access code that will reduce the session prices to only \$55 each!

**1:00 PM**

**N102 Central Hall LVCC**

**\$\$PREMIUM EVENT\$\$:**  
**Mitch Taylor's Sales is**  
**Solutions Workshop [B]**

by Mitch Taylor

"Nothing happens until a sale is made" - Red Motley, 1946 Jeffrey Gitomer Certified ACE of Sales Mitch Taylor of Taylored Weddings presents the FIRST EVER groundbreaking sales WORKSHOP for DJs. This 3 hour intensive workshop will help you: To STOP using close ended questions - & START asking DISCOVERY questions Brainstorm NEW ways to sell and market your business with this process Really get to the core of WHAT it is you are selling

How to COMMUNICATE with your clients more effectively Discover what it is you are REALLY doing when you are selling HOW to key in on your prospective clients buying motives UNCOVER what it is that a prospect IS and IS NOT telling you HOW to ESTABLISH RAPPORT with your prospect right away - and what NOT to do! This Sales Is Solutions training workshop is limited to the first 12 participants at a cost of \$100 per student for the three hour workshop. Audio recordings are fine but please no video recordings. All cell phone communication must cease for this three hours so if you plan on tweeting...this isn't the workshop for you. Be prepared to learn and take away a TON of knowledge with Sales Is Solutions and The Las Vegas DJ Show!

**1:00 PM**

**N101 Central Hall LVCC**

**\$\$Premium Workshop\$\$**  
**Using Pinterest to Drive**  
**Traffic to your Website &**  
**Maximize Sales Today**  
**[B, CPS & T]**

by Michelle Tang

This is a Premium Workshop will show you how you can use a free social media tool like Pinterest to drive substantial and ongoing organic traffic to your site and make sales today. When Pinterest came out, you were probably thinking, "Great. Another social media site I have to manage and update every day." But did you know, according to Shopify, "Of the traffic from Pinterest, shoppers are 10% more likely to make a purchase compared to those who arrive from other social sites. Of those purchases, the average order is \$80 - double the average order of customers coming from Facebook?" Pinterest is said to be the 3rd most popular social network in the world after Facebook and Twitter. 70 million users and growing, you should consider giving this network a few minutes of your time. And for those of you in the wedding industry, according to surveys done by Mashable and the Knot, 70% of Pinterest users are creating wedding

inspiration boards...before they're even engaged (Yes, it's true – guilty of it myself). However, this IS one of those sites that can easily become a time suck if you don't walk in with a plan. Stop getting sucked into hours of mindless social media blasting and learn how to turn Pinterest into one of your top sources of traffic. Michelle will lead a limited group of people in a 4 hour workshop about what it is (it's okay if you've never heard of it, but let's do something about that), how to build YOUR presence on Pinterest, and lastly, how to use it to create sales for your business today. So, are you going to do something about it? The fee is \$149 & is limited to 15 attendees. This fee INCLUDES a FULL VIP pass to the show. If you have already purchased your VIP pass for the show, Please contact Drax for a promo code to reduce the price to \$100.

## 1:00 PM

**N104 Central Hall LVCC**

### **\$\$PREMIUM CONTENT\$\$: Audio Editing Like a BOSS! [P, CPS & T]**

**by Mitch Taylor**

Tricks, Tips, and Tools for Creating Amazing Mixes, Mash-Ups, and Moments What you will learn: How to filter out background noise from a voice recording. How to clean up the content of a voice recording. How to edit a voice recording for the most emotional impact. How to ensure a voice recording is ready to be mixed into a song. Several creative ways to combine a voice recording with a song. How to create a realistic sounding "malfunction" for a surprise mix transition. Suggestions for creating an effective surprise mix of song segments. How to shorten a song without listening to the track first. How to create a seamless loop using multi-track mixing. 5 common mistakes people make when editing audio files. 5 things you should do before declaring an audio editing project complete Pre-Requisites: Every attendee must bring a USB jump drive (min. 4 Gig) and laptop loaded with Adobe Audition CS6. This will be limited to 20 attendees Cost: \$249.00 per person. Each ticket in-

cludes a FULL VIP Pass to the show. If you already have your show pass, Please contact Drax for a discount code to reduce your workshop price to \$199.

## 02:30 PM

**Networking Pavillion LVCC**

### **Insurance Pitfalls. How to Avoid Them [B]**

**by Rob Nuccio**

Learn how to avoid the pitfalls of increasing liability by not taking unneeded risks. Industry ICON Rob Nuccio the founder of DJ Insurance in the DJ Industry speaks candidly about liabilities, how to decrease them while not decreasing your profits, or effectiveness as a DJ.

## 4:00 PM

**Exhibit Hall Stage LVCC**

### **From ADJA to Oz: Follow the Changing Tech Road [B, CPS & T]**

**by Sonny Ganguly**

In technology, it is important to never say never! Did you know it is estimated that this year there will be more mobile devices than people on this earth? With technology constantly evolving, how do we prepare for the future and know where to place our bets? During this session, WeddingWire CMO, Sonny Ganguly, will discuss the evolution of technology, and the emerging tech trends that will shape our future and how to prepare your business for success! Sonny's useful industry insights, shocking predictions, and top marketing resolutions will help your business stay on top of the trends and ahead of the curve for next year and beyond!

## 6:00 PM

### **Exhibit Hall Closes**

## 6:30 PM

**Hard Rock Cafe on the Strip**

### **VIP Night at Hard Rock Cafe**

Only the Las Vegas DJ Show treats you like VIPs. We invite you to the legendary Hard Rock Cafe on the Las Vegas Strip. Not only will we get you 10% off dinner & drinks. Dinner from 6:30pm to 11pm. We will save you 20% on goodies at the Rock Shop. The party kicks off with dinner available at 6:30pm then at 8pm everybody moves upstairs for the DJ Spinmasters competition. This will be EPIC. Ten contestants will be spinning their best efforts in front of our all star judges. One DJ will be crowned the Spinmaster for 2014. This party will be awesome. At 10pm the party is open to the public to make it more festive. This promises to be AWESOME. Make plans to be there. You can take the monorail from the LVH/Westgate to the MGM Grand. From there it's just one block up.

## Wednesday, Sept. 10

## 7:00 AM

**Networking Pavillion of the LVCC**

### **Breakfast With The GameMaster**

**[B, P, CPS & T, MSO, T]**

**by Scott Faver**

The ONLY BWTGM event not only in Las Vegas, but the ENTIRE USA! Join The Game Master Scott Faver for Breakfast to not only fill your belly, but fill your mind with tons of exciting tips & networking with the best & the brightest in the industry. Come join the fun! Scott will be there welcoming one and all.

## 8:00 AM

**See Map for details**

### **Registration & Badge Pick up**

Please have your Ticket credentials Ready.

## 9:00 AM

**N101 Central Hall LVCC**

### **\$\$PREMIUM EVENT\$\$: Advanced Mic Skills Workshop II [P]**



## by Randy Bartlett

Pre-requisite: Attendance at one of Randy Bartlett's Mic Workshops, Mark Ferrell's MC Workshops, WEDGuild membership or permission from instructor. This workshop begins where Workshop one ends. Now that you've learned how to own the room, to predict and control audience response at the beginning of your events, it should be much easier to control through the remainder of the event. This Workshop will focus on transitions from one moment to the next, primarily using your skills as a Master Of Ceremonies to engage the audience on their journey smoothly throughout the event. Areas covered will include moving from high energy introductions or activities into soft and sentimental first dance or from a sentimental toast into a full dance floor. You'll also work on how to juice the event with energy without becoming that obnoxious DJ yelling, "Somebody SCREAM!" Be prepared to perform and to be candidly critiqued. Workshop size is absolutely limited to 15 students only! Get your tickets NOW. \$195 Add both workshops – \$350.

## 9:00 AM

**N104 Central Hall LVCC**

### **\$\$PREMIUM EVENT: Turn Your Next Bridal Show Into a Money Making Machine [B]**

## by Robert Walk

This "Bridal Show Workshop" Will Show You How to Put Several Extra \$1,000's in Your Pocket When You Exhibit at a Bridal Show (\$100.00 per seat – 12 seats, 3 hours) I'm going to teach you how to turn a Bridal Show into a source of Bridal Revenue. When you use the information you'll learn from this "Bridal Show Workshop" the sky is your limit but why stop there? You'll learn how to maximize the return on your bridal show investment by: knowing how to grab and hold your future customers attention; developing rapport instantly; preparing a great hand-out that gets immediate results, and scheduling appointments quickly and easily. If you were walking through a mine field and there were a set

of foot prints that you could follow that would guarantee you safe passage, would you walk in those foot prints or create your own? During this "Bridal Show Workshop" you will learn the most important skills necessary to have the most successful bridal show you have ever had. The fee is \$100 & is limited to 15 attendees. You must have a FULL VIP pass to the show to attend this workshop Click Here to get your tickets.

## 9:00 AM

**N109 Central Hall LVCC**

### **Indian Weddings – Cultures, Traditions, and More! [P]**

## by Naveen Sharma

Naveen has been performing weddings and events in Michigan and the Midwest since 1997. Naveen specializes in Indian weddings and events. In this seminar Naveen will go over traditions, cultures, languages, and different aspects of Indian weddings. These events can be very profitable if you can understand the needs of the clients. Come with an open mind and prepare questions to ask Naveen. We will have an open Q and A session at the end of the seminar.

## 9:00 AM

### **N102 Central Hall LVCC \$\$ PREMIUM CONTENT\$\$ Creating The Perfect Monogram [P]**

## by Mike Anderson

Presented by Wedding Entertainment Director Mike Anderson Tired of relying on others to design monograms for your clients? Want to learn how to design your own monograms that look more professional than the basic block letters you've been using? Monograms are the hottest trend for weddings right now and if you're not providing this service for your clients, someone else will. This workshop will teach you how to design and project monograms for your clients, even those you've already booked. In the Monogram Creation Workshop, you'll dive

deep into everything you need to know about designing, producing and projecting your client's images and monograms at their wedding, no matter which fixture you're currently using or will be using in the future. Imagine having the tools the design a custom monogram with your clients in just 15 minutes! Now you'll have that skill with The 1% Solution Monogram Tools Templates 2.0. This DVD, a \$99 value will be available to everyone who signs up for this workshop for half price! If you already have the tools DVD bring it with you the day of the workshop. We'll discuss the specs your source company needs to deliver a fast and efficient metal cut gobo for your events, including sizing it correctly for your fixture, as well as Tips & Tricks to make it look incredible. We'll also have on hand some of the newest fixtures you can use to project your images. If you're using a projector or plan to in the future, you'll love the section on what surfaces work the best for projection, designing color images and adjusting the keystone to get the best look from any angle. We'll also show you new clip bank software that will play your files and allow you to adjust the keystone, brightness and contrast, even in the middle of an event. You'll leave this workshop an expert, ready to begin the profitable up sell of color monograms as soon as you return home. (Speaker suggestion - to get the most out of this workshop please bring your laptop with any version of Photoshop or power point installed. If you are interested in motion monograms we suggest Sony Vegas or video editing software that you are most familiar with that has layering capabilities. This will be a hands on workshop.) This premium event is only \$149! Each ticket includes a FULL VIP Pass to the show. If you already have your show pass, Please contact Drax for a discount code to reduce your workshop price to \$100.

## 9:00 AM

**N113 Central Hall LVCC**

### **Making Kid's Events Your Main Event [P]**

## by Rob Ferre



Have you ever considered DJ work for youth? As a weekend wedding and corporate event DJ, you already have all the skills necessary to turn a weekend-only job into a full-time job to fill your week-days. Diversify and be more attractive to schools, corporate clients, and community event planners. At this session you will learn how to: Find the latest and greatest music for your family friendly event Go beyond the chicken dance! Add new, exciting interactive dances that will get kids up and moving Implement and create interactive games that work every time Cater your performance towards different age groups Become the DJ that those ages 1 - 100 want to book!

## 9:00 AM

**N111 Central Hall LVCC**

### ***Glow Crazy: Using UV fixtures to breathe life into your light shows, colors, and profits! [B, P]***

**by Arnoldo Offermann**

Learn how to take UV lights and make them more than just an upsell. This seminar will teach you about various kinds of UV lights, how to design and sell them in a show and unique uses for them. This seminar covers UV LED in uses such as uplighting, wash lighting, and special effects. This is an DJ sponsored seminar and hosted by Arnoldo Offermann of Master School Dances based out of Lakeland, Florida. Arnoldo will talk about how he creates pure lighting excitement at school dances, bubble parties, birthday parties, and even weddings!

## 9:00 AM

**N102 Central Hall LVCC**

### ***\$\$\$PREMIUM CONTENT\$\$\$: Creating The Perfect Monogram***

**[B, P, CPS & T, MSO, T]**

**by Mike Anderson**

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on others to design monograms for your clients? Want to learn how to design your own monograms that look more professional than the basic block letters you've been using? Monograms are the hottest trend for weddings right now and if you're not providing this service for your clients, someone else will. This workshop will teach you how to design and project monograms for your clients, even those you've already booked. In the Monogram Creation Workshop, you'll dive deep into everything you need to know about designing, producing and projecting your client's images and monograms at their wedding, no matter which fixture you're currently using or will be using in the future. Imagine having the tools the design a custom monogram with your clients in just 15 minutes! Now you'll have that skill with The 1% Solution Monogram Tools Templates 2.0. This DVD, a \$99 value will be available to everyone who signs up for this workshop for half price! If you already have the tools DVD bring it with you the day of the workshop. We'll discuss the specs your source company needs to deliver a fast and efficient metal cut gobo for your events, including sizing it correctly for your fixture, as well as Tips & Tricks to make it look incredible. We'll also have on hand some of the newest fixtures you can use to project your images. If you're using a projector or plan to in the future, you'll love the section on what surfaces work the best for projection, designing color images and adjusting the keystone to get the best look from any angle. We'll also show you new clip bank software that will play your files and allow you to adjust the keystone, brightness and contrast, even in the middle of an event. You'll leave this workshop an expert, ready to begin the profitable up sell of color monograms as soon as you return home. (Speaker suggestion - to get the most out of this workshop please bring your laptop with any version of Photoshop or power point installed. If you are interested in motion monograms we suggest Sony Vegas or video editing software that you are most familiar with that has

layering capabilities. This will be a hands on workshop.) This premium event is only \$149! Each ticket includes a FULL VIP Pass to the show. If you already have your show pass, Please contact Drax for a discount code to reduce your workshop price to \$100. Get your passes [Here](#)

## **10:00 AM** ***Exhibit Hall Opens***

## **10:30 AM**

**Central Hall LVCC**

### ***Maximize Your Thinking, Maximize Your Business [B, P]***

In this exciting and interactive presentation, Todd Mitchem demonstrates how the power of asking, "What's Possible" with your events can change your business forever. Todd will teach you techniques he has used to become a successful DJ, Entertainer, Leader, and now Vice President of Business Development for a global leader in corporate learning. You will leave with a realization that you have more control over you business than you know and with tools to apply that new awareness.

## **10:30 AM**

**N113 Central Hall LVCC**

### ***The Science of Marketing [B]***

**by KC KoKoruz**

Why are you attracted to one logo more so than another? Why do you find yourself liking one TV commercial over another? Why do you like one magazine ad over another? Why does one company have more customers walking in their door? It's the Science of Marketing. In this fast paced seminar you will learn how the brain decides that it likes the look and the feel of one company/brand over another. This happens before you even walk through their door, talk or email with anyone from the company, or even get a general price on their product

or service. This seminar is not based on opinion. It is based on strictly on statistics and scientific fact.

**10:30 AM**

**N111 LVCC Central Hall**

***Surviving in Business – How to stay relevant when the world is changing [B, P]***

**by Jodi Harris**

Jodi Harris, CEO of FUN and her husband Patrick started their business in 1994 with nothing. Today they are celebrating their 20th year in business running a multi-op entertainment company in Las Vegas. Their company Sight & Sound Events produces 300 events a year in the wedding and party capital of the world. Jodi will share success marketing and business tips that include staying relevant in when the world is changing around you as well as some of her biggest mistakes. This seminar will be FUNTASTIC!

**10:30 AM**

**Exhibit Hall**

***\$\$PREMIUM EVENT\$\$: Basic to Intermediate Scratching Workshop [P, T]***

**by DJ Hapa**

Basic to Intermediate Scratching Workshop- This workshop will cover basic music theory necessary for scratching before teaching you a number of scratches that will help enhance your mixing skills, as well as allow you to add style to your DJing and help you stand out from the competition! EQUIPMENT: We will have some of the best industry standard equipment on hand, including: •Stanton STR8-150 Turntables •Technics 1200 Turntables •Rane 62 Mixer •Rane TTM 57 Mixer •Pioneer 900 Nexus Mixer •Pioneer CDJ 2000's •and more OR you are welcome to bring your own controller or other equipment if you prefer! SCHEDULE: Wednesday, Sept 10th S7: 10:30-11:50am S8: 1:30-2:50pm Both of

these exceptional sessions require a Full ALL access VIP pass. These are included in the price of the session. Should you desire to take more than one session or you already have your FULL VIP pass, please contact Drax at 888-723-5776 for a special access code. that will reduce the session prices to only \$55 each!

**11:30 AM**

***In The Exhibit Hall Lunch Break***

**12:00PM**

**Exhibit Hall**

***\$\$PREMIUM EVENT\$\$: Basic to Intermediate Scratching Workshop [P, T]***

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**1:00 PM**

**Central Hall LVCC**

***SEO is NOT dead [B]***

SEO is not dead! You may have heard that SEO is Dead... it is not! It is alive and

kicking, but like everything else in today's technology world it is constantly changing. Find out what is important in today's SEO world and how you can get the best results with the least amount of time. If you are a small business owner, you need to pay attention to the business revolution that is happening now around you. Those who adapt and change will flourish... those who do not, may not!

**01:00 PM**

**N113 Central Hall LVCC**

***Mitzvah's – Increased Revenue From Doing Them Well [B, P]***

**by Jordan River**

In this session Jordan will tell you how he became "The King of Bar Mitzvahs" in his market. You will learn the elements of the Mitzvah. You will learn the cultural elements to properly preside over the event as their host. You will learn the key elements that every Mitzvah contains. Plus you will learn how to control 300 13yr olds!

**1:00 PM**

**N111 Central Hall LVCC**

***Officiating 201 [P]***

**by Ed Spencer**

Ed Spencer, an Officiant, Master of Ceremonies, Disc Jockey and Actor located on the Gulf Coast, has received national press for his wedding ceremonies, and he will building on last year's Officiating 101 and digging into the construction of and how to put together a wedding ceremony. From the core components, through the creative writing process this seminar is sure to have something for every officiant who wants to move beyond the typical ceremony to something far, far, better. Better? Yes, MUCH BETTER. From having a wedding party mob and then spontaneously hug the bride and groom at the end of a ceremony before they can walk down the aisle, to watching people laugh and cry at a Star Wars themed wedding for a couple they didn't even know, to finding

ways to incorporate what might seem like the most random of elements into a ceremony for a couple, this seminar is all about moving beyond the ordinary to something 'extraordinary'. And once the ceremony is done, we'll talk about marketing your officiant services and getting the word out so people know what you do. But what if you're not an officiant? That's perfect ok! The concepts presented are tied to creative writing, empathy for your clients, listening skills, as well as other artistic and creative concepts that can be leveraged as a master of ceremonies, DJ, and performer. In short, there is sure to be something here for everyone.

**1:00 PM**

**N109 Central Hall LVCC**

## **Upselling Uplighting 2.0** **[P]**

**by Mike Fernino**

Mike Fernino, founder of the Lighting Symposium and DJ Idea Sharing presents this essential marketing seminar about the art of selling lighting to your clients. The seminar runs through the integration of using various social mediums to expose your product and make clients truly view your lighting as a MUST HAVE, and not an additional expense. Mike sells lighting upgrades on 80% of his events and now he will show you the correct procedures to get results and make extra revenues with your DJ business, all while enhancing your events and making your clients day shine! Upselling - Uplighting techniques are for more than just lighting and can be applied to all forms of upgrades in your business. One of the best and most important marketing courses you can attend.

**1:00 PM**

**LVCC N102 Central Hall**

## **\$\$Premium Content\$\$** **Lighting Design Elements** **[P]**

**by Jeremy Brech & Jamie Bodie**

Jeremy Brech and Jamie Bodie will help you take your lighting design to the next level with the latest state-of-the-art light-

ing gear to make special events extraordinary and dramatically increase profits. Through this hands on workshop Jeremy and Jamie will share their experience while presenting useful technical information to demonstrate how to achieve awe-inspiring results for your clients. The workshop will teach you DMX control with ShowXpress, alternative uses for lighting fixtures, uplighting trends, using lighting to frame key event moments and much more. Hands on, you will learn how to create, capture, and outsell your competition and venues!

**2:30 PM**

**N109 Central Hall LVCC**

## **Closing Keynote –** **Develop Your B-Sides** **[B, P]**

**by Larry Williams**

"How to get a Nordstrom Bride – in a Walmart World!" The "hit" main stage session from last year's WeddingMBA will be the closing Keynote presentation for this year's Las Vegas DJ Show. In this session, Larry Williams will unveil the B-Sides concept and draw amazing parallels that will help you increase sales, attract more high-end customers and develop some of the most amazingly creative signature pieces that will set you apart from nearly everyone in your marketplace. He will break down the Nordstrom formula for success and help you establish a blueprint that will change your personal and professional development forever. Don't worry about massive note taking at this session. After several days of educational overload, this session is designed for you to relax and simply take it all in. Williams will offer a relatable musical journey of discovery that will leave you energized to return home and implement all you have learned at this year's conference. This closing Keynote presentation is a must-attend and will put an amazing cap on your Las Vegas DJ Show experience.

**3:00 PM**

**Exhibit Hall Closes**



## **MISSION STATEMENT**

The Purpose and on-going mission of the American Disc Jockey Association is to produce educational content, to promote networking and to provide support for our members, because together we can achieve greater success, which will also benefit our clients by providing increasingly higher calibers of service, performance, talent and professionalism.



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**\$249.99\***

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- DMX-512

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**NEW!**

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**\$179.99\***

- 18x 1-Watt LEDs (RGBAW)
- Huge 45-degree Beam Angle
- DMX-512

### MONSTER BEAM

**\$199.99\***

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- Large 29-degree Beam Angle
- DMX-512



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